

### REMARKS/ARGUMENTS

Favorable reconsideration of this application, as presently amended in light of the following discussion, is respectfully requested.

Claims 1, 4, 5 and 30-34 are pending in the application. Claims 1 and 4 are amended by the present amendment. Support for amended Claims 1 and 4 can be found in the original specification, claims and drawings.<sup>1</sup> No new matter is presented.

In the outstanding Official Action, Claims 1, 4, 5 and 30-34 were rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent No. 6,317,784 to Mackintosh et al. (hereinafter Mackintosh) in view of U.S. Patent No. 5,857,149 to Suzuki.

In response to the above-noted rejection, independent Claims 1 and 4 are amended to clarify the claimed invention, and recite features that are neither taught nor rendered obvious by the applied references.

Independent Claim 1 recites, in part, an information processing apparatus, comprising:

an acquisition means for acquiring information on a radio broadcast station and information on an audio quiz questions presented by said radio broadcast station;

a generation means for ***generating radio broadcast station identification information and generating content identification information for identifying the audio quiz question on the basis of said information acquired by said acquisition means***, wherein the generated radio broadcast station identification information and content identification information are different from the acquired information on a radio broadcast station and information on an audio quiz question ...

Independent Claim 4, while directed to an alternative embodiment, is amended to recite substantially similar features. Accordingly, the remarks represented below are applicable to each of independent Claims 1 and 4.

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<sup>1</sup> e.g., specification p. 43, pp. 51-52 and Figs. 2, 4.

As described in an exemplary embodiment at Fig. 2 and p. 43 of the specification, an ID-assigning server (3) includes an ID-assigning functional unit (42) and a provider-address-identifying and connecting functional unit (44). When receiving the name of a provider or the network address of the provider, the ID-assigning functional unit (42) assigns a provider ID for identifying the content provider and assigns a content ID for identifying the content to the title of the content. The ID assigning functional unit (42) stores the name of the provider, the network address of the provider, the title of the content, the provider ID, and the content ID in a database (43) by associating one another. This process is further disclosed in the flowchart depicted in Fig. 4 along with the description provided in pp. 51-52 of the specification.

Mackintosh, the primary reference, describes a media player for playing broadcast material and associated supplemental information received from a broadcast service provider.<sup>2</sup> An information retrieval module forwards an item of program data related to given program segment to a server enabling the server to retrieve parameters identifying one or more items of supplemental material for the given program segment.<sup>3</sup> The information retrieval module forwards the parameters to a second server to retrieve supplemental materials from the second server based on the parameters, and provides the supplemental materials to the player for playback with a given program segment of broadcast material.<sup>4</sup>

Mackintosh, however, fails to teach or suggest “***generating radio broadcast station identification information and generating content identification information for identifying the audio quiz question on the basis of said information acquired by said acquisition means***” wherein the generated information is different from the acquired information, as recited in amended independent Claim 1.

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<sup>2</sup> Mackintosh, Abstract.

<sup>3</sup> Id.

<sup>4</sup> Id.

In addressing the “generating” feature recited in independent Claim 1, the outstanding Official Action relies on col. 8, lines 51-67 and col. 9, line 34-60 of Mackintosh. Col. 8, lines 51-57 of Mackintosh describes that the broadcast material and data received from a radio station (204) can be provided to a broadcast Internet service provider (208) in a digital format, encoded, compressed or otherwise, through either a hard-wired or wireless communication link and distributed. Thus, the cited portion of Mackintosh simply describes that the Internet service provider (208), which appears to be asserted as the claimed “information processing apparatus” recited in Claim 1, receives audio data from a radio station (204) and transmits this information through a communication link. At no point does this cited portion of Mackintosh describe that radio broadcast station identification information and content identification information is generated, which is different from the acquired information on a radio broadcast station and information on an audio quiz question, as recited in amended independent Claim 1.

Further, col. 9, lines 34-60 of Mackintosh describes that a radio station (204) can include a station ID in its program data to unique identify the station from among the plurality of other stations that may be sending data to the broadcast Internet service provider (208). Mackintosh further describes that the broadcast Internet service provider (208) does not require such an identification signal as it may use other means for determining the identity of the radio station (204), such as, for example, the channel in which the signal is received. Thus, the cited portion of Mackintosh describes that the broadcast Internet service provider (208) either receive the station ID from the radio station (204) or is capable of determining the identity of the radio station (204) based on the channel in which the signal is received, and the data may be transmitted from the broadcast Internet service provider (208) based on this received or determined information.

Mackintosh, however, fails to teach or suggest that the broadcast Internet service provider (208) generates ***radio broadcast station identification information and content identification information for identifying the broadcast content***, which is different from the acquired information on the radio broadcast station and information on radio broadcast content, as recited in amended independent Claim 1. Instead, as noted above, Mackintosh describes that such information is received from the radio station (204), itself, and is not ***generated*** at the broadcast Internet service provider (208).

Therefore, Mackintosh fails to teach or suggest “***generating radio broadcast station identification information and generating content identification information for identifying the audio quiz question on the basis of said identification information acquired by said acquisition means***,” wherein the generated identification information is different from the acquired information, as recited in amended independent Claim 1.

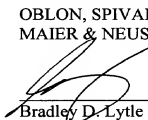
Further, Suzuki is relied upon only to address the feature related to the content being an “audio quiz question”, and fails to remedy any of the above-noted deficiencies of Mackintosh.

Accordingly, Applicants respectfully request that the rejection of Claim 1 (and the claims that depend therefrom) under 35 U.S.C. § 103 be withdrawn. For substantially similar reasons, it is also submitted that independent Claim 4 (and the claims that depend therefrom) patentably define over Mackintosh and/or Suzuki.

Consequently, in view of the present amendment and in light of the foregoing comments, it is respectfully submitted that the invention defined by Claims 1, 4, 5 and 30-34 is patentably distinguishing over the applied references. The present application is therefore believed to be in condition for formal allowance and an early and favorable reconsideration of the application is therefore requested.

Respectfully submitted,

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